



North Coast Co-op
Board of Directors Meeting Minutes
October 06, 2016 – Ten Pin Building – 793 K Street, Arcata

Present at meeting:

Board: Mary Ella Anderson, Dave Feral, Colin Fiske, Peggy Leviton, Ed Smith, Leah Stamper and Cheri Strong

Staff: Lauren Fawcett, Jolie Harvey, Kiya Villarreal, Cassie Blom, Austin Wright, Mark Hubbard

Member-owners:

Meeting was called to order at 6:04pm by Director Dave Feral at the Ten Pin. Participants introduced themselves and ground rules were reviewed.

Agenda Review:

MOTION: Move to approve the October Board agenda. Fiske/Strong	MOTION PASSES 7/0/0
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Approval of the Minutes:

MOTION: Move to approve the September 1, 2016 Board meeting minutes as amended. With correction to page 2/3 typo. Clarification of deli expansion stipulations: to have zero net environmental impact and for additional consideration to making eating area more community-friendly. Feral/Fiske	MOTION PASSES 7/0/0
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Member Comment Period:

Senior discount availability amongst our member-shoppers is an ongoing topic of discussion, as most of our competitors offer either more frequent and/or higher discounts, this however does not consider their higher price-points. We may have already begun to address this issue by allowing our Senior members to “stack” their member discount, offered once a month- with their Senior discount, offered every Tuesday (stacking is on a soft rollout/trial basis for now). Due to SMS programming limitations, this results in two separate 5% discounts and not a full 10%. Moving forward as we are becoming more staffed we will look into the many creative solutions that have been suggested in order to offer our members, seniors, and students discount flexibility and/or frequency. This broad topic will be added to November 29th Finance Committee agenda. The incoming Membership coordinator will also address ways for showing our appreciation for members. Member engagements and benefits is a top priority for Cassie Blom and the new Membership Coordinator (who starts 10/22/16). Cassie hopes to have some general yet creative solutions with minimal financial impact, to be roughly presented during November 3rd Board meeting and continued for further discussion on the November 29th Finance Committee Meeting.

Board President Report: Director Dave stated the Co-op has been consulting with The Hoopa Nation regarding the possible creation of a co-op within their community. PPC is actively working on the bylaws and strengthening the Board Policy Manual. Nominating committee has strengthened our elections and member involvement.

Committee Reports:

Member Action Committee: Cheri reported on the September meeting especially regarding our guest speaker on Multiple Chemical Sensitivity. Two recommendations were proposed for the Board to direct staff

1. To survey both the synthetic fragrance laundry products and synthetic-fragrance-free products we carry.
2. Request HR to review fragrance policy and its enforcement amongst employees.

Discussion included: Creating a new policy regarding this would be difficult, however our current HR policy should be reviewed as it is in place. Staff at this time is at their workload capacity, it might be better for the MAC to invite participation from our members rather than to employees. The personnel policy within the Employee Handbook requests employees to be mindful and to not using perfumes and scented haircare and body products. A separate topic is regarding in-store cleaning products currently in use. Duncan and Lauren have already teamed up to remove a certain cleaning agent that was the cause of adverse effects amongst some employees. Also an inquiry regarding scented hand soaps being used/offered within the stores as well to check if they are “no scent added” variety. Mary Ella will write a short write-up to be added to the Co-op Newsletter.

(No Board action, suggestions made for further steps to be taken by the MAC)

Earth Action Committee: Director Peggy reported on the September meeting, that efforts are still being made to receive approval for a stop sign to be installed by City of Arcata on the corner of 8th and I St. The City of Arcata’s response to our letter was that per their current requirements (following the National Guidelines) the traffic numbers wouldn’t warrant a stop, but they are open to consider factors *other than traffic volumes* to determine the need for a stop sign. Guest speaker Maggie Gainer of Zero Waste Humboldt presented about prevention of waste and focus on educational outreach. Two Co-op staff recently attended a training regarding waste prevention. Implementing Zero-Waste practices within the Co-op is a way to support Zero Waste Humboldt. EAC would like to work on developing an idea for a policy to become zero-waste in the future.

Recommendation:

1. To incorporate zero-waste practices and principles into employee training and handbook, a line item in the job description, orientation, Worker Bulletin- 'Zero Waste Minute', and the Co-op newsletter.

MOTION: Move to approve this recommendation regarding zero-waste practices Leviton/Smith	MOTION PASSES	7/0/0
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Policies & Procedures Committee: Director Colin invited input as the discussions of creating a purchasing policy are ongoing and developing. There are two recommendations. The proposed changes made to Board Policy Manual to remove redundancy found in 1B. This eliminates most of the wording about committee systems because the Charters replace the necessity of this section. Section 3B was unclear regarding the mandatory Board vote to expel any member. It is also unnecessary to list a \$50 annual purchase minimum; as another policy (Maintenance Membership Policy), has already been approved which makes this clear. The changes work to create a clear list of reasons why a member may be expelled after a required 2/3 Board vote.

MOTION: Move to approve this recommendation regarding 1B Fiske/Smith	MOTION PASSES	7/0/0
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MOTION: Move to approve this recommendation regarding 3B Fiske/Leviton	MOTION PASSES	7/0/0
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BIG Follow-up:

Leah reported the BIG meetings are opportunities for the Board and Co-op members to participate in informal idea discussions. Topics previously discussed were security and theft, the option of creating in-house security, expanding the Co-op with satellite stores, a delivery service, and even a butcher shop. New ideas of a member benefits that provides a rental on homesteading equipment (honey extractors/apple pressers), Dave knows a person who offers something similar and they may be able to give an informative presentation in the future. A way to go beyond NCG and UNFI. An advisor regarding recreational cannabis and the co-op role. Addressing the impression that the co-op is not affordable, promoting that we are competitive.

General Manager Report:

General Manager Melanie Bettenhausen passed around the new Membership Guide. Voting stations and opportunities are in the store, online, and in the mailers. The Redwood Meat Company Project was created to save the company from being shut-down by raising money and helping to fulfill USDA compliance issues. The Co-op helped by donating \$1,000 and the intended outcome has been achieved; eventually Melanie hopes to reach out and check in. The Co-op is performing very well, especially considering the opening of new competition. Sales numbers are being watched closely, Arcata store is only slightly down from planned outcomes. The possible number for members and/or Senior discounts moving up to 10% are presented in the GM report. Finding the exact number regarding number of senior shoppers and senior members is of interest. There are a lot of staffing shifts/changes in

Eureka: Alana-Store Manager, Carrie Newman-Asst. Manager, Shiann Davis-Asst. Manager. Leaving a Senior Clerk position and an Assistant Store Manager in Arcata needed. Junior Livestock Options at Humboldt County Fair brought in local livestock for both stores, a popular item among shoppers who know we are participants. Nearly 1/3 of our sales are local food sales, coming in at 31.1% of our overall sales. Lauren and the deli teams have made major sale improvements. Kayak display incredibly popular in-store, they attract customers. Local promotional options for giveaways (both in-store and on Facebook) can be open for further development. Another opportunity to reduce waste in-store is with our free food given to employees, how to give reduce packaging. The membership team has been hired with Nic Chase- Membership Coordinator and previous employee Kala Eichamer- Board & Membership Assistant. The Marketing and Communications positions is still open, with an offer out to someone. Caitlin Fowler is the Graphics and Marketing Assistant. Other positions are the Warehouse Coordinator, position filled by previous employee Andrew Thompson. Janitorial staff has increased to help cover employee needs, floors in ARC will be stripped buffed and waxed soon. Negotiations with the Union are ongoing. Union negotiations have met on 12th, 13th, 28th, 29th, and 30th going well and will meet again soon. Lauren and Nick continue to work on remodel plan and with a consultant. Ron has been in discussions with the NCG consultant for reset and merchandising opportunities. There is room for more communicating of plan and department heads as we move forward. In regards to the Lost Coast Outpost article on Homeopathic Teething tablets, we sell them and no we do not offer medical advice to our shoppers. Re-usable mesh produce bags are now available as a re-usable bamboo cutlery set. Hemp produce bags we sell but aren't placed near produce, will see if they can be placed together the mesh bags. Legislation SB1383 makes it possible for addressing food-waste on a municipal level, looking forward to that. Invite Steven Geter? for educational talk about recreational marijuana to November meeting. Tabling opportunity with WRRAP Conference at HSU Oct 14,15th available or RSVP to the banquet through the co-op. Mary Ella and Nick-Event Clerk has interest. Create a November agenda item regarding the Hoopa Tribe courting us as an option for opening a store within their community, has not yet been presented to management, so we will wait for management feedback before board discusses further. There are upcoming Arcata repairs needed during FY'18.

MOTION: Move to approve General Manager's September report.	MOTION PASSES	7/0/0
Feral/Fiske		

Member Comment Period: topics discussed:

Is there a policy for new full-time employee members to have a cash payout instead of joining the Union? Staff will look into clarifying this.

Consensus reached to adjourn the September meeting at 7:48pm and move into Executive Session.

Minutes by Kiya Villarreal



North Coast Co-op
Board of Directors
Executive Session Minutes
September 1 2016 – Ten Pin Building – 793 K Street, Arcata

Present at the meeting:

Board: Mary Ella Anderson, Dave Feral, Colin Fiske, Peggy Leviton, Ed Smith, Leah Stamper and Cheri Strong

Approved guests: Melanie Bettenhausen

Meeting opened from Executive Session to Regular Session at approximately _____pm

Action reported to Board Assistant by Board Secretary.